

## Creativity

Refers to the process of conceptualising and creating an object that displays unique, novel qualities, as well as the capacity to generate novelty by an individual, group, institution or system. Creativity ? understood as the potential to create something new and generate innovation ? is a landmark of human and social development, which is why this concept has been amply studied in a variety of disciplines, ranging from linguistics and philosophy to economics and the sciences.

Creativity is considered the central driver for a range of creative professions spanning art, design, literature, crafts, television, advertising, and new product development among others. Creative professionals working in these sectors have been recognized as significant players in the economies of industrialized nations, and constitute the active workforce of the creative industries: sectors of the economy which generate capital through the delivery of creative services and the generation and exploitation of intellectual property attached to creative products.